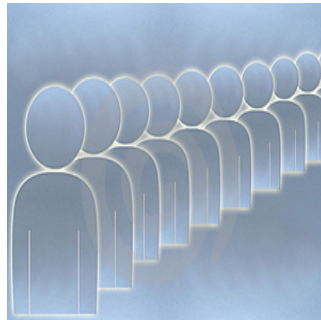


Get in Line and Win! Grant-Writing

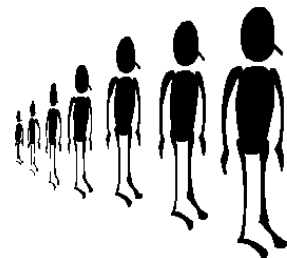


**8th Annual Public-Private Partnership Conference
Moving Forward: Continued Commitment to Building Partnerships
October 30, 2006**

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Goal: The purpose of the workshop is to discuss effective methods to increase the revenues of non-profit organizations by developing a comprehensive funding raising strategy.

Objectives:

At the end of this workshop each participant will know the components needed to prepare a competitive funding package.

At the end of this workshop each participant will have a strategy to create a fund development plan based on their unique strengths and/or challenges.

Basic necessities to get started:

- Articles of Incorporation
- By-Laws
- IRS 501 (c) 3 Determination

Where are you!

Approximate your agency's fundraising results by filling out this chart.

Income	Amount
Individual Giving	
Direct Mail	
Special Events	
On-Line Giving	
Foundations	
Corporations/Businesses	
Government	
United Way (CFC)	
Fee for Service	
Capital Campaign	
Other	

1. Board of Directors

The Board is responsible for the ultimate governance of the organization and has legal, fiduciary, and ethical responsibilities: developing and maintaining the organization's mission and annual plans, raising money; managing the organizations resources; providing oversight, determining policy, and evaluating the chief executive; and acting as ambassadors in the community.

A. Composition

B. Involvement

C. Accountability

Board Expertise

Think about the current composition of your board and check whether you have Board members with expertise in each area.

Administration	
Business	
Planning	
Legal	
Public Relations	
Fund Raising	
Marketing	
Finance/Accounting	
Technology	
Politics	

2. Planning

Strategic planning involves an attempt to impose a measure of rationality and order to a world that is constantly changing and that sometimes appears chaotic. Because of this, planning is a *never-ending* effort. Patience and persistence are needed for the planning process to work.

1. Mission

2. Budget

3. Logic Models

4. Objectives

Drafting Objectives

Area of Change	Self Esteem
Direction of change	Increase
Target Population	At –Risk Youth Prone to Violence Parents
Degree of Change	50% Increase in Self Esteem Based on pre-test
Time Frame	One year
Method of collecting data	Post training questionnaires
Objective:	To increase the self esteem of youth by 50% as measured by self esteem index after one year in program.

3. Research

One cannot fully understand a cause or issue without completely immersing oneself in the research around the issue. With the Internet and search engines the ability to track down relevant data has become a simple task. Your responsibility is to find the supportive data that proves your theories and methodology.

A. Team Approach

B. Internet/Books

C. One on One Interview

D. Focus Groups

E. Outcome Software

Case Statement

Craft a one to two page case statement that describes:

- Your programs and why are they important;
- How society benefits;
- The philosophy behind your actions;
- The potential you are trying to realize;
- Your vision for the future;
- Your financial needs;
- Why the reader should care.

4. Funding Sources

There is a diversity of funding sources and you should target them all. Each requires patience and humility. There is very long line of many non-profits seeking the same dollars.

1. Letters of Inquiry – Direct Mail Campaigns

2. Foundations

3. Government

4. Corporations

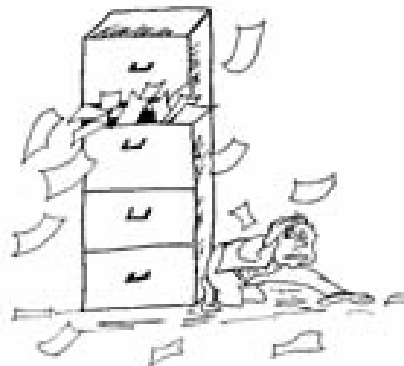
General Generalizations		
Generation	Years Born	Age in 2006
Civic/WWII	1905 - 1929	75-100
Swing/Silent	1930 - 1945	60-74
Baby Boomers	1946 - 1965	41-60
Gen X/13th	1965 - 1979	26-40
Millennial's/Echo Boom	1980 -1999	6-25

5. Appendices – Attachments

On the federal and local government review levels I have seen a proposal that was rated at 95 points be reduced by reviewers to 85. Why? No letters of support as required by the RFP, incomplete job descriptions and budgets that do not calculate accurately. I have seen ten year old resumes to support a proposal that do not mention the current title for the job that is described in the proposal. Do grant reviewers really look at this stuff? The answer is YES! It is very competitive. One single omission of supporting documentation can knock you out of the running.

1. Annual Report
2. Job Descriptions
3. 990's – Audits
4. Financial Statements
5. Resumes and Biographies

What's in your file cabinet?



6. Fund Raising Strategy

What gets measured gets done!

Income	Tasks and Activities	Responsible Staff/Board/Volunteer	Timeline	Status
Direct Mail				
Special Events				
On-Line Giving				
Foundation Grants				
Businesses and Corporations				
Government				
United Way (CFC)				
Capital Campaign				
Other				

